



125 West 55th St
New York, NY 10019

| | | |
|--|---|---|
| Contract # 25323047 | Changes as of: 10/5/2016 at 11:36 AM | Version: Current State Version 1 |
| CPE: 162/179/920 | Flight: 10/24/16 - 11/13/16 | Station: KFDX |
| Agency: Media Ad Ventures 8136 Old Keene Mill Road Suite A-300 SPRINGFIELD, VA 22152 | Advertiser: Cole, Tom Product: Political | Market: Wichita Falls Office: WASHINGTON |
| Agency Order #: 5442748 | Primary Demo: | Total \$: \$4,365.00 |
| Buyer: Bush, Carolyn | Con Type: POLITICAL/VOTE | Total Spots: 27 |
| Salesperson: KELLY JOHNS 202-872-5880 | Assistant: KELLY JOHNS 202-872-5880 | Total CPP: \$0.00 |
| | | Total GRP: |
| | | Traffic #: 1442327 |
| | | Separation: |

Comments: Flight dates 10/26-11/8

| # | Day/Time | DP | Program | Rate | Len | 10/24 - 11/6 | | | | | | | | | | | | | | |
|----------------|------------------|----|---|----------|-----|--------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|--|
| | | | | | | 10/24 | 10/25 | 10/26 | 10/27 | 10/28 | 10/29 | 10/30 | 10/31 | 11/1 | 11/2 | 11/3 | 11/4 | 11/5 | 11/6 | |
| 1 | M-F 6a-7a | | KFDX 3 News Today | \$150.00 | 30 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | |
| 2 | M-F 7a-9a | | Today Show | \$150.00 | 30 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | |
| 3 | Sa 7a-9a | | Saturday Today Show | \$50.00 | 30 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | |
| 4 | Su 8a-9a | | Sunday Today Show | \$50.00 | 30 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | |
| 5 | Su 9a-10a | | Meet The Press | \$100.00 | 30 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | |
| 6 | M-F 9a-11a | | Today Show II & III | \$45.00 | 30 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | |
| 7 | M-F 12n-12:30p | | KFDX 3 News @ Noon | \$60.00 | 30 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | |
| 8 | M-F 5p-5:30p | | KFDX 3 News @ 5P | \$175.00 | 30 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | |
| 9 | M-F 6p-6:30p | | KFDX 3 News @ 6P | \$300.00 | 30 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | |
| 10 | M-F 6:30p-7p | | Entertainment Tonight | \$200.00 | 30 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | |
| 11 | M-F 10p-10:35p | | KFDX 3 News @ 10P | \$325.00 | 30 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | |
| 12 | Su 10:35p-11:05p | | KFDX 3 News @ 10P Sunday after Football | \$300.00 | 30 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | |
| TOTALS: | | | | | | 0 | 0 | 3 | 1 | 2 | 1 | 1 | 2 | 4 | 2 | 4 | 2 | 0 | 2 | |



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| | | Total \$: \$4,365.00 Total Spots: 27 Total CPP: \$0.00 Total GRP: Traffic #: 1442327 Separation: |

Comments: Flight dates 10/26-11/8

| # | Day/Time | DP | Program | Rate | Len | 11/7 - 11/13 | | | | | | | Total Spots | Total \$ | CPP | GRP |
|----------------|------------------|----|---|----------|-----|--------------|----------|----------|----------|----------|----------|----------|-------------|-------------------|---------------|------------|
| | | | | | | 11/7 | 11/8 | 11/9 | 11/10 | 11/11 | 11/12 | 11/13 | | | | |
| 1 | M-F 6a-7a | | KFDX 3 News Today | \$150.00 | 30 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | \$450.00 | \$0.00 | 0.0 |
| 2 | M-F 7a-9a | | Today Show | \$150.00 | 30 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | \$450.00 | \$0.00 | 0.0 |
| 3 | Sa 7a-9a | | Saturday Today Show | \$50.00 | 30 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | \$50.00 | \$0.00 | 0.0 |
| 4 | Su 8a-9a | | Sunday Today Show | \$50.00 | 30 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | \$50.00 | \$0.00 | 0.0 |
| 5 | Su 9a-10a | | Meet The Press | \$100.00 | 30 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | \$100.00 | \$0.00 | 0.0 |
| 6 | M-F 9a-11a | | Today Show II & III | \$45.00 | 30 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | \$135.00 | \$0.00 | 0.0 |
| 7 | M-F 12n-12:30p | | KFDX 3 News @ Noon | \$60.00 | 30 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 3 | \$180.00 | \$0.00 | 0.0 |
| 8 | M-F 5p-5:30p | | KFDX 3 News @ 5P | \$175.00 | 30 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 4 | \$700.00 | \$0.00 | 0.0 |
| 9 | M-F 6p-6:30p | | KFDX 3 News @ 6P | \$300.00 | 30 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | \$900.00 | \$0.00 | 0.0 |
| 10 | M-F 6:30p-7p | | Entertainment Tonight | \$200.00 | 30 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | \$400.00 | \$0.00 | 0.0 |
| 11 | M-F 10p-10:35p | | KFDX 3 News @ 10P | \$325.00 | 30 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | \$650.00 | \$0.00 | 0.0 |
| 12 | Su 10:35p-11:05p | | KFDX 3 News @ 10P Sunday after Football | \$300.00 | 30 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | \$300.00 | \$0.00 | 0.0 |
| TOTALS: | | | | | | 2 | 1 | 0 | 0 | 0 | 0 | 0 | 27 | \$4,365.00 | \$0.00 | 0.0 |



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| | 202-872-5880 | 202-872-5880 |
| | | Total \$: \$4,365.00 |
| | | Total Spots: 27 |
| | | Total CPP: \$0.00 |
| | | Total GRP: |
| | | Traffic #: 1442327 |
| | | Separation: |

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|-----------------------------|--|
| Special Instructions | |
|-----------------------------|--|

| Order Level Comments | | |
|----------------------|-------------|-------------------------|
| Date/Time | Added by | Comment |
| 10/05/16 11:36 AM | System | Notice Received. |
| 09/30/16 4:13 PM | KELLY JOHNS | Flight dates 10/26-11/8 |

| Competitive Information | |
|-------------------------|----------------|
| Market Budget: | \$9,700 |
| KFDX Share: | 45% |
| Comment: | |
| KAUZ: | 18% |
| KSWO: | 37% |

| Daypart Summary | | | | | |
|-----------------|-------------|-----------|-------------------|------------|------------|
| Day/Time | % Distrib | Spots | Dollars | CPP | GRP |
| | 100% | 27 | \$4,365.00 | N/A | 0.0 |
| Total | 100% | 27 | \$4,365.00 | N/A | 0.0 |

| Monthly Summary | | |
|-----------------|-----------|-------------------|
| Month | Spots | Dollars |
| 2016-Oct | 8 | \$1,030.00 |
| 2016-Nov | 19 | \$3,335.00 |
| Total | 27 | \$4,365.00 |

| Transaction History | | | | | | | | |
|-----------------------------------|------------------|-------------|-----------|-------|-------|------------|-------------|---------|
| Trans | Created/Received | Created by | Status | Spot+ | Spot- | \$ Chg | Contract \$ | Comment |
| Queued for Electronic Contracting | 9/30/16 4:19 PM | | | | | \$0 | \$0 | |
| New | 9/30/16 4:12 PM | KELLY JOHNS | Confirmed | 27 | | \$4,365.00 | \$4,365.00 | |

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| Non-Discrimination Policy | PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY. |
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